

INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

ATTY. DOCKET NO. 065525.0121

SERIAL NO. 08/935,116

APPLICANT David W. Deaton, et al.

FILING DATE 09/22/97

GROUP 2781

U.S. PATENT DOCUMENTS

*EXAMINER													FILING DATE
AA													
AB													
AC	2	9	9	5	7	2	7	8/8/61	Quade	340	149		
AD	3	3	1	6	5	3	6	4/25/67	Andrews, et al.	340	146.3		
AE	3	4	6	5	2	8	9	9/2/69	Klein	340	149		
AF	3	5	2	8	0	5	8	9/8/70	Bond	340	146.3		
AG	3	5	3	5	6	8	2	10/20/70	Dykaar, et al.	340	146.3		
AH	3	5	7	6	5	3	9	4/27/71	Huber	340	152		
AI	3	6	0	5	0	9	2	9/14/71	Richard	340	146.3		
AJ	3	6	2	9	8	2	9	12/21/71	Ordower	340	146.3		
AK	3	7	8	6	4	2	1	1/15/74	Wostl, et al.	340	149		

FOREIGN PATENT DOCUMENTS

				DOCUMENT NUMBER				DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
				5	9	1	8	4	9	6	5(A)	YES	NO
AL	5	9	1	8	4	9	6	5(A)	Japan			✓	
AM	5	8	1	7	8	4	7	5(A)	Japan			✓	
AN	5	8	1	5	5	4	7	5(A)	Japan			✓	
AO	5	9	9	4	1	6	6	(A)	Japan			✓	
AP	5	5	4	7	5	6	0	(A)	Japan			✓	

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

AR	"Front End Electronic Marketing Frequent Shopper & Other Programs" Food Marketing Institute, 1991, Carlene A. Thissen.
AS	"Perspectives on Electronic Marketing with Emphasis on Promotion Inside Supermarkets", Food Marketing Institute, 1990, Carlene A. Thissen.
AT	"What's New in Supermarket Promotion", New York Times, June 18, 1989, Lynette D. Hazelton.

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FORM PTO-1449
(REV. 7-80)U.S. DEPARTMENT OF COMMERCE
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		3	8	3	3	8	8	5	9/3/74	Gentile, et al.						
	AA	3	8	3	3	8	8	5	9/3/74	Welch	340	146.3				
	AB	3	8	7	6	9	8	1	4/8/75	Coker, Jr., et al.	360	2				
	AC	3	9	1	4	7	8	9	10/21/75	Voss, et al.	235	61.7				
	AD	3	9	4	1	9	7	7	3/2/76	Kruklitis, et al.	340	146.3				
	AE	3	9	8	7	4	1	1	10/19/76	Templeton	197	127				
	AF	4	0	1	5	7	0	1	4/5/77	Paup, et al.	235	61.9				
	AG	4	0	2	7	1	4	2	5/31/77	Fondos	235	61.9				
	AH	4	0	5	3	7	3	5	10/11/77	Delarue, et al.	235	474				
	AI	4	0	6	3	0	7	0	12/13/77	Beery	340	146.3				
	AJ	4	0	8	7	7	8	9	5/2/78	Banka, et al.	235	449				
	AK	4	0	8	8	8	7	9	5/9/78							

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER								DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
		5	6	2	7	4	6	8	(A)	Japan				YES	NO
	AL	5	6	2	7	4	6	8	(A)	Japan				✓	
	AM	5	2	1	6	9	4	1		Japan				✓	
	AN														
	AO														
	AP														

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

AR		"In this Computer Age, Who Needs Coupons", New York Times, June 15, 1989, Michael Freitag..
AS		"A New Dimension in Marketing", Progressive Grocer, Vol. 66, No. 5, May 1987, pp 133-134, 136, Ronald Tanner.
AT		Lena H. Sun, "Checking Out The Customer," The Washington Post, Sunday, July 9, 1989.

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		4	1	0	7	6	5	3					
	AA	4	1	0	7	6	5	3	8/15/78	Krukltis	340	146.3	
	AB	4	1	2	7	7	7	0	11/28/78	Baader	235	474	
	AC	4	1	4	3	3	5	6	3/6/79	Nally	340	146.3	
	AD	4	1	4	8	0	1	0	4/3/79	Shiau	340	146.3	
	AE	4	1	7	6	7	8	3	12/4/79	Eppich	235	474	
	AF	4	2	0	8	5	7	5	6/17/80	Haltot	235	380	
	AG	4	2	4	5	2	1	1	1/13/81	Kao	340	146.3	
	AH	4	2	6	0	8	8	0	4/7/81	Thomas	235	454	
	AI	4	2	7	7	6	8	9	7/7/81	Thomas, et al.	250	567	
	AJ	4	3	5	6	4	7	2	10/26/82	Ku, et al.	340	146.3	
	AK	4	3	8	0	7	3	4	4/19/83	Allerton	324	225	

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
		AL	AM	AN	AO	AP							YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

AR		"UKROP's Test Data Base Marketing Program Electronic Couponing Tracks Buying Behavior of Valued Customers", Chain Store Age Executive, September, 1987.
AS		"Grocery Stores Copy Airlines With Frequent Flyer Bonuses", Wall Street Journal 3 Star, Eastern, August 7, 1986.
AT		

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AA	4	3	8	1	4	9	4		4/26/83	Wisner	382	64	
AB	4	3	9	9	5	5	3		4/16/83	Toyama	382	7	
AC	4	4	0	4	6	4	9		9/13/83	Nunley, et al.	364	900	
AD	4	4	3	9	6	7	0		3/27/84	Basset, et al.	235	382	
AE	4	4	4	1	2	0	4		4/3/84	Hanna	382	7	
AF	4	4	5	3	0	7	4		6/5/84	Weinstein	235	380	
AG	4	5	1	0	6	1	5		4/9/85	Rohrer	382	7	
AH	4	5	2	3	3	3	0		6/11/85	Cain	382	7	
AI	4	5	4	7	8	9	9		10/15/85	Nally, et al.	382	7	
AJ	4	6	1	7	4	5	7		10/14/86	Granzow, et al.	235	379	
AK	4	6	2	8	1	9	4		12/9/86	Dobbins, et al.	235	379	

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							YES
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	AL						
	AM						
	AN						
	AO						
	AP						

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

AR	"S & H, Saffer Reward Frequent Shoppers", Advertising Age, March 16, 1987, p.22.
AS	"Frequent Buyer Programs Get Off the Ground", Dairy Foods, November 1989, p. 64
AT	"Giant to Test Supermarket Cash Rebates", Washington Post, June 14, 1989, pp. A1, A32.

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		4	6	7	8	8	9	5	7/7/87	Tateisi, et al.						
AB	4	7	2	3	2	1	2		2/2/88	Mindrum, et al.	364	401				
AC	4	7	7	6	0	2	1		10/4/88	Ho	382	7				
AD	4	8	1	0	8	6	6		3/7/89	Lord, Jr.	235	379				
AE	4	9	1	0	6	7	2		3/20/90	Off, et al.	364	405				
AF	4	0	5	3	7	3	7		10/11/77	Lafevers, et al.	235	61.11				
AG	4	1	4	3	3	5	5		3/6/79	MacIntyre	340	146.3				
AH	4	3	9	6	9	0	2		8/2/83	Warthan, et al.	382	64				
AI	4	5	4	7	7	8	0		10/15/85	Cummins	346	9				
AJ	4	7	4	8	6	7	3		5/31/88	Barre, et al.	382	7				
AK	4	7	9	7	9	3	8		1/10/89	Will	382	7				

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER									DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
		YES	NO													
AL																
AM																
AN																
AO																
AP																

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

"Quaker's Direct Hit", Direct Marketing, Volume 53, No. 9, page 52, January 1991.

AR																
AS																
AT																

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	4	8	0	9	3	5	1						
AA	4	8	0	9	3	5	1		2/28/89	Abramovitz, et al.	382	59	
AB	4	8	8	2	6	7	5		11/21/89	Nichtberger, et al.	364	401	
AC	4	8	9	7	8	8	0		1/30/90	Wilber, et al.	382	13	
AD	4	9	4	9	2	5	6		8/14/90	Humble	364	401	
AE	4	9	7	5	8	4	1		12/4/90	Kehnemyi, et al.	364	401	
AF	5	0	1	0	4	8	5		4/23/91	Bigari	364	408	
AG	5	0	1	4	3	2	4		5/7/91	Mazumder	382	7	
AH	5	0	5	3	6	0	7		10/1/91	Carlson, et al.	235	379	
AI	5	0	5	3	9	5	5		10/1/91	Peach, et al.	364	401	
AJ	5	0	5	4	0	9	2		10/1/91	LaCaze	382	11	
AK													

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	AA	5	0	7	0	4	5	2	12/3/91	Doyle, Jr., et al.	364	401	
	AB	5	0	9	1	6	3	4	2/25/92	Finch, et al.	235	375	
	AC	4	5	5	4	4	4	6	11/19/85	Murphy, et al.	235	487	
	AD	4	6	7	0	8	5	3	6/2/87	Stepien	364	70	
	AE	4	6	7	4	0	4	1	6/16/87	Lemon, et al.	364	401	
	AF	4	7	0	3	4	2	3	10/27/87	Bado, et al.	364	400	
	AG	4	7	2	2	0	5	4	1/26/88	Yorozu, et al.	364	401	
	AH	4	7	5	0	1	1	9	6/7/88	Cohen, et al.	364	401	
	AI	4	7	9	1	2	8	1	12/13/88	Johnsen, et al.	235	383	
	AJ	4	8	8	5	6	8	5	12/5/89	Wolfberg, et al.	364	401	
	AK	4	9	0	8	7	6	1	3/13/90	Tai	364	401	

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	AL						YES
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	AA	4	9	4	1	0	9	0					
AB	4	8	8	7	2	0	7		12/12/89	Natarajan	364	401	
AC	5	0	0	8	5	1	8		04/16/91	Taussig et al.	235	383	
AD	5	0	9	5	1	9	5		03/10/92	Harman et al.	235	381	
AE	5	1	2	8	5	2	0		07/07/92	Rando et al.	235	375	
AF	5	1	7	3	8	5	1		12/22/92	Off et al.	364	401	
AG	5	1	8	5	6	9	5		02/09/93	Pruchnicki	364	401	
AH	5	2	4	9	0	4	4		09/28/93	Von Kohorn	358	86	
AI	5	2	4	5	5	3	3		09/14/93	Marshall	364	401	
AJ	5	2	5	3	3	4	5		10/12/93	Fernandes et al.	395	275	
AK	5	2	5	1	1	5	2		10/05/93	Notess	364	550	

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		AA	5	2	4	5	1	6					
AB									09/14/93	Oyama	235	379	
AC		4	8	2	5	0	4	5	04/25/89	Humble	235	383	
AD		4	8	3	3	3	0	8	05/23/89	Humble	235	383	
AE													
AF													
AG													
AH		5	2	3	7	4	9	6	08/17/93	Kagami, et al.	364	401	
AI		5	0	2	5	3	7	2	06/18/91	Burton, et al.	364	406	
AJ		5	1	1	7	3	5	5	05/26/92	McCarthy	364	405	
AK		5	2	0	2	8	2	6	04/13/93	McCarthy	364	405	

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ATTORNEY'S DOCKET
26656-0133Sheet 10 of 13

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE INFORMATION DISCLOSURE CITATION <small>(Use several sheets if necessary)</small>									ATTY. DOCKET NO. 065525.0121	SERIAL NO. 08/935,116
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AA	3	9	4	9	3	6	3		04/06/76	Holm	340	146.3D	
AB	4	2	0	1	9	7	8		05/06/80	Nally	340	146.3C	
AC	4	7	9	9	1	5	6		01/17/89	Savit et al.	364	401	
AD	4	9	3	3	5	3	6		06/12/90	Lindemann, et al.	235	375	
AE	4	9	8	2	3	4	6		01/01/91	Girouard, et al.	364	550	
AF	5	0	4	0	2	2	6		08/13/91	Elischer, et al.	382	7	
AG	5	0	7	7	8	0	5		12/31/91	Tan	382	7	
AH	5	2	0	1	0	1	0		04/06/83	Deaton, et al.	382	7	
AI													
AJ													
AK													

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26656-0133Sheet 11 of 13

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	AA									04/01/89	Munakata, et al.	364	405	
	AB	4	8	2	1	1	8	6		05/25/76	Kaslow	235	61.11E	
	AC	3	9	5	9	6	2	4		11/07/78	Bissell, et al.	194	4R	
	AD	4	1	2	4	1	0	9		06/01/82	Manizza	206	216	
	AE	4	3	3	2	3	2	5		06/30/87	Humble, et al.	186	61	
	AF	4	6	7	6	3	4	3		05/10/94	Roach, et al.	235	375	
	AG	5	3	1	0	9	9	7		01/23/93	Dick, et al.	340	825.51	
	AH	5	1	7	9	3	7	5		11/20/90	Daniel, Jr., et al.	455	2	
	AJ													
	AK													

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	AL						
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PTO-1449

**Information Disclosure Citation
in an Application**Application No.
08/935,116

App'l(s)

David W. Deaton, et al.

Docket Number
065525.0121

Group Art Unit

2781

Filing Date

09/22/97

U.S. PATENT DOCUMENTS

	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE
A	5,237,620	08/17/93	Deaton, et al			
B	5,305,196	04/19/94	Deaton, et al.			
C	5,327,508	07/05/94	Deaton, et al.			
D	5,388,165	02/07/95	Deaton, et al.			
E	5,353,218	10/04/94	De Lapa, et al.			
F	5,430,644	07/04/95	Deaton, et al.			
G	5,448,471	09/05/95	Deaton, et al.			
H	5,592,560	01/07/97	Deaton, et al.			
I	5,621,812	04/15/97	Deaton, et al.			
J	5,638,457	06/10/97	Deaton, et al.			
K	5,642,485	06/24/97	Deaton, et al.			
L	5,644,723	07/01/97	Deaton, et al.			
M	5,649,114	07/15/97	Deaton, et al.			

FOREIGN PATENT DOCUMENTS

	DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
						YES	NO
N	EP0511463A	11/04/92	EPC				
O	EP0512509A	11/11/92	EPC				
P							
Q							
R							

NON-PATENT DOCUMENTS

	DOCUMENT (Including Author, Title, Source, and Pertinent Pages)	DATE
S	"Catalina Marketing Unveils New Supermarket Continuity Programs" and "Checkout Direct", <i>Point of Scan - The Newsletter of Electronic Marketing</i> , pp. 1-2.	01/1991
T	"Frequency Programs: Cashing in on Promotions," by Catalina Marketing Corporation, presented at The Marketing Institute, pp. 1-38	09/11/90
U	"Der Glaeserne Verbraucher," by E. Schmidt, <i>Electronik</i> , Vol. 40, No. 23, pg. 42-45 (with English Translation)	11/12/91

EXAMINER

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP § 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to the applicant.

PTO-1449

**Information Disclosure Citation
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Application No.

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Applicant(s)

David W. Deaton, et al.

Docket Number

065525.0121

Group Art Unit

2781

Filing Date

09/22/97

U.S. PATENT DOCUMENTS

	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE
V	5,659,469	08/19/97	Deaton, et al.			
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X						
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DD						
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FOREIGN PATENT DOCUMENTS

	DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION
II						YES
JJ						NO
KK						
LL						
MM						

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NN	"Electronic Coupons", by David Goldsmith, Target Marketing, North American Publishing Co.	07/87
OO	"Catalina Marketing Corp. Outmaneuvers Citicorp POS", News Release, PR Newswire.	06/16/89
PP	"In-Store Computer Terminals, A Super Marketing Device", by Carole Sugarman, The Washington Post.	05/28/86

EXAMINER

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